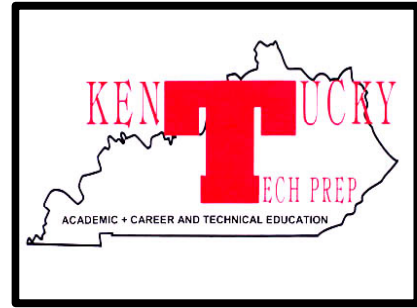


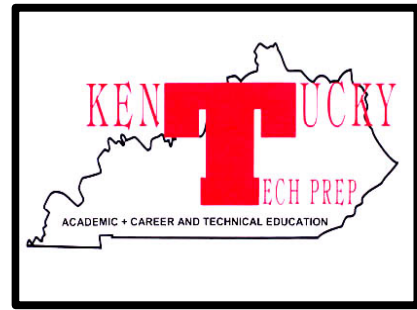
Some facts you need to know when marketing at the local level



The following are facts and statistics that we will need to remember as we deliver our message.

1. The public:
 - is not very knowledgeable
 - has a short attention span
 - is inundated with information
 - is generally skeptical of advertising and public relation
2. Your market is shrinking. From 1990 - 2000, that was :
 - 6% decrease in kids under 5
 - 7% decrease in kids 5 - 17
 - 14% increase in adults 55 - 64
 - 26% increase in adults over 65
3. The public has different priorities. The first is basic safety and discipline other top priorities include:
 - English skills (88%)
 - Work habits (88%)
 - Clear standards (82%)
 - Remove trouble makers (73%)
 - Use essay test (54%)
 - Mixed grouping (34%)
4. Whose schools need reforming?
 - 22% of the public gives an "A or B" to the nation's schools
 - 44% of the public gives an "A or B" to the schools in their community
 - 70% of the public gives an "A or B" to the school their oldest child attends
5. We have gaps between Education and Employers. When asked "Do you think our nation's public schools do a good job preparing students for the world of work?" Responses included:
 - 4% of the business executives said yes
 - 44% of the teachers said yes
 - 68% of the school superintendents said yes

Some facts you need to know when marketing at the local level



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6. Connections between school and work.
What employers look for most:
attitude, communication skills, and work recommendations

What employers look for least:
academic performance, reputation of applicants school and
teacher recommendation
7. We have strong public support work for study education.
79% in favor
20% opposed
8. Are students are interested?
95% of the teenagers are interested in a new program where they
learn both in school and on a job
89% say school would be more interesting if academic courses were
taught around a career
67% say school would be more interesting if part of the learning
could be done at work

This information gathered from: The federal School-to-Work office, the national Alliance for Scholastics Magazine, 1992 Harris Poll, US Census Bureau, and the center for research at the University of Pennsylvania.